



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Macon, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Rural Bypasses	34.3%	Population		23,084	22,355
Metro City Edge	23.8%	Households		8,787	8,601
Modest Income Homes	19.7%	Families		5,311	5,080
Simple Living	8.7%	Median Age		33.4	34.4
Family Foundations	4.8%	Median Household Income		\$24,314	\$26,212

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	49	\$1,334.18	\$11,723,400
Men's	50	\$246.86	\$2,169,149
Women's	47	\$453.11	\$3,981,434
Children's	53	\$234.67	\$2,062,085
Footwear	44	\$223.73	\$1,965,931
Watches & Jewelry	47	\$92.31	\$811,106
Apparel Products and Services ¹	56	\$83.50	\$733,695
Computer			
Computers and Hardware for Home Use	50	\$110.08	\$967,261
Software and Accessories for Home Use	49	\$14.72	\$129,316
Entertainment & Recreation	53	\$1,825.68	\$16,042,229
Fees and Admissions	45	\$275.38	\$2,419,806
Membership Fees for Clubs ²	46	\$72.39	\$636,096
Fees for Participant Sports, excl. Trips	47	\$52.94	\$465,150
Admission to Movie/Theatre/Opera/Ballet	45	\$68.17	\$599,027
Admission to Sporting Events, excl. Trips	49	\$28.33	\$248,908
Fees for Recreational Lessons	41	\$53.56	\$470,625
TV/Video/Sound Equipment	57	\$658.95	\$5,790,158
Community Antenna or Cable Television	60	\$400.19	\$3,516,470
Color Televisions	52	\$71.18	\$625,492
VCRs, Video Cameras, and DVD Players	54	\$21.02	\$184,669
Video Cassettes and DVDs	55	\$33.73	\$296,364
Video Game Hardware and Software	56	\$18.41	\$161,777
Satellite Dishes	48	\$0.74	\$6,477
Rental of Video Cassettes and DVDs	56	\$33.46	\$294,007
Sound Equipment ³	49	\$76.97	\$676,338
Rental and Repair of TV/Sound Equipment	56	\$3.25	\$28,564
Pets	58	\$253.13	\$2,224,255
Toys and Games	56	\$101.07	\$888,116
Recreational Vehicles and Fees ⁴	55	\$247.99	\$2,179,068
Sports/Recreation/Exercise Equipment ⁵	47	\$108.95	\$957,308
Photo Equipment and Supplies ⁶	52	\$70.95	\$623,481
Reading ⁷	51	\$109.26	\$960,037
Food	56	\$4,754.05	\$41,773,811
Food at Home	58	\$2,894.25	\$25,431,801
Bakery and Cereal Products	58	\$415.04	\$3,646,946
Meat, Poultry, Fish, and Eggs	59	\$773.42	\$6,796,067
Dairy Products	57	\$311.89	\$2,740,594
Fruit and Vegetables	55	\$481.14	\$4,227,770
Snacks and Other Food at Home ⁸	58	\$912.76	\$8,020,424
Food Away from Home	55	\$1,859.79	\$16,342,010
Alcoholic Beverages	53	\$325.62	\$2,861,253
Nonalcoholic Beverages at Home	59	\$258.11	\$2,268,042



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	41	\$613.15	\$5,387,787
Vehicle Loans	60	\$3,687.11	\$32,398,657
Health			
Nonprescription Drugs	61	\$74.51	\$654,739
Prescription Drugs	69	\$398.08	\$3,497,920
Eyeglasses and Contact Lenses	55	\$45.99	\$404,147
Home			
Mortgage Payment and Basics ⁹	45	\$3,920.40	\$34,448,561
Maintenance and Remodeling Services	45	\$883.44	\$7,762,808
Maintenance and Remodeling Materials ¹⁰	52	\$193.49	\$1,700,217
Utilities, Fuel, and Public Services	60	\$2,624.52	\$23,061,624
Household Furnishings and Equipment			
Household Textiles ¹¹	50	\$70.18	\$616,662
Furniture	49	\$314.04	\$2,759,466
Floor Coverings	43	\$38.54	\$338,677
Major Appliances ¹²	54	\$157.97	\$1,388,097
Housewares ¹³	50	\$52.93	\$465,091
Small Appliances	55	\$20.09	\$176,491
Luggage	47	\$4.83	\$42,475
Telephones and Accessories	49	\$23.33	\$205,021
Household Operations			
Child Care	46	\$191.57	\$1,683,324
Lawn and Garden ¹⁴	58	\$259.17	\$2,277,359
Moving/Storage/Freight Express	50	\$26.90	\$236,406
Housekeeping Supplies ¹⁵	58	\$443.52	\$3,897,207
Insurance			
Owners and Renters Insurance	58	\$276.61	\$2,430,608
Vehicle Insurance	57	\$827.16	\$7,268,230
Life/Other Insurance	57	\$361.26	\$3,174,411
Health Insurance	61	\$1,196.78	\$10,516,077
Personal Care Products ¹⁶	57	\$267.89	\$2,353,984
School Books and Supplies ¹⁷	59	\$70.64	\$620,756
Smoking Products	69	\$334.13	\$2,935,995
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	59	\$3,376.79	\$29,671,864
Gasoline and Motor Oil	61	\$1,235.76	\$10,858,582
Vehicle Maintenance and Repairs	54	\$580.79	\$5,103,402
Travel			
Airline Fares	44	\$181.82	\$1,597,691
Lodging on Trips	48	\$195.97	\$1,722,023
Auto/Truck/Van Rental on Trips	42	\$18.43	\$161,955
Food and Drink on Trips	50	\$233.22	\$2,049,334

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.